

The Hood Release

THE QUARTERLY NEWSLETTER OF THE NORTHEAST CLASSIC CAR MUSEUM

Website: classiccarmuseum.org

WINTER 2005

YOUR MUSEUM'S STRATEGIC PLANNING PROGRAM

Plan - To arrange or project a method of action or an enterprise.

Strategy - A method for obtaining a specific goal or result.

Thus, strategic planning can be defined as developing a method (plan) of action that will result in reaching a specific goal or result. The wise old-timer once observed that if you don't know where you're going, any road will get you there!

Your Executive Committee has just concluded the most recent strategic planning session for the Northeast Classic Car Museum. You may be interested in how the program came to be and where it will be going.

The original strategic plan was written in 1999 to cover a five-year period of operation, 1999-2004. The plan has five broad objectives covering exhibits, reference sources for auto enthusiasts, relationship to the area in which we are located, business development and management, and public awareness and marketing. These broad objectives have many parts, and are supported by strategies and specific planned activities to move the Museum toward achieving its stated objectives.

Guiding the planning process, a statement of the Vision of the Museum was developed together with development of the Museum's Mission. With these statements in place, supported by stated Chartered Purposes and Guiding Principles, the Museum's planning committee solicited members' input regarding both internal and external factors and forces that would, or could, impact on the operation of the Museum. Planning consisted of considering how this input could be stated in the form of objectives, and how to develop strategies and tactics to move the Museum toward achieving these objectives.

The results of these efforts over several weeks of meetings and discussion resulted in the Northeast Classic Car Museum, Inc. 1999-2004 Strategic Plan.

Since the plan was written, the Executive Committee has held periodic meetings to evaluate the performance of the Museum against its plan, and to modify the plan as appropriate in view of changing conditions.

You will be pleased (and comforted) to know that the just-concluded strategic planning session again updated the plan and its objectives and strategies, but perhaps more importantly, agreed that the plan should be rewritten to cover the succeeding five-year period. It is anticipated

that the rewritten plan will be completed by the end of 2005, and will become the Museum's 2006-2011 Strategic Plan.

**Duke Crandall, Chairman
Strategic Planning Committee**

NEW FASHION EXHIBIT OPENS IN DECEMBER

The Chenango County Historical Society and the Northeast Classic Car Museum are pleased to announce a joint effort to present a new exhibit of vintage fashions at the Museum. The exhibit features clothing and accessories from the Society's collection from the 1890s to the 1980s. The new exhibit is the first stage in plans between the two museums to rotate the clothing exhibit annually.

Fashions are placed beside cars of the same period, giving the Museum visitor a feeling for the overall style of each era. "Both the cars' styling and the fashion of the day are influenced by the same factors," commented Historical Society Exhibits Coordinator Diane Hamblin. "We hope this new collection will really bring that to life."

Highlights of the exhibit include two charming dresses from the "Roaring Twenties" featuring bold floral designs, and a much more subtle, yet spectacular, evening gown with beaded decoration from the late 1930s. There is also a linen car coat with a striking art deco style.

The Society has created a tri-fold brochure containing a brief description of each outfit in the collection. Corresponding numbers in the brochure and on a sign near the outfits make it easy for the visitor to identify style and vintage. In all, there are 20 outfits for your viewing pleasure.



From the President...

Casino night was a blast! Thanks so much to everyone who spent time in set-up and tear-down. Thanks to all who helped to serve, guide, auction and deal during the festivities. It takes a lot of effort to make the night successful and memorable and it was both!

Events like this keep the Museum afloat and are fun too. In the same vein, the Mustang raffle was a resounding success and many, many people volunteered their time to bring it off. The search for another trophy car is already under way for next year.

The Executive Committee reviewed this year's program and felt that the only place where we may have fallen short was in our absence at the New York State Fair. We were spoiled with our 2004 location on the main walk into the grounds from gate #2. So many people visited, discussed their cars, wanted to know more about the Museum (where, when open, extent of exhibits) and, of course, bought raffle tickets. This year, we had too few people sign up to cover all of the "shifts" throughout the Fair and the location we were given was far off the beaten track.

In 2006, we will again try to have a strong presence at the Fair and will be starting earlier to sign up volunteers and will try very hard to regain the great location we had in 2004. Dick L'Hommedieu has volunteered to chair a "Fair Committee" and will be contacting friends of the Museum to request their aid in making the 2006 NYS Fair an even better success than 2004. It isn't just raffle ticket sales that are important, we gain many visits from people who were unaware of our fine Museum. With fuel prices on the rise, many people will be staying closer to home. We want more people to say, "Why not a visit to the Northeast Classic Car Museum? It's just a few miles away." Why not? Can you help out next year? It's a great time out and only a short distance to drive. For those who prefer to ride, others will be glad to have you ride with them and help out.

**Bill Ballard, President
Board of Trustees**

EDUCATION COMMITTEE SEEKS TO EXPAND STUDENT PROGRAM

The evolution of the automobile has been a huge factor in changing lifestyles from horse and carriage days. The car provided a reliable alternative to the foot, the horse, and the train, and has resulted into today's world of independence and mobility.

The Northeast Classic Car Museum, with its extensive display and description of over 100 antique vehicles, fulfills its mission of educating visitors as to the important role of the automobile in the development and growth of our country.

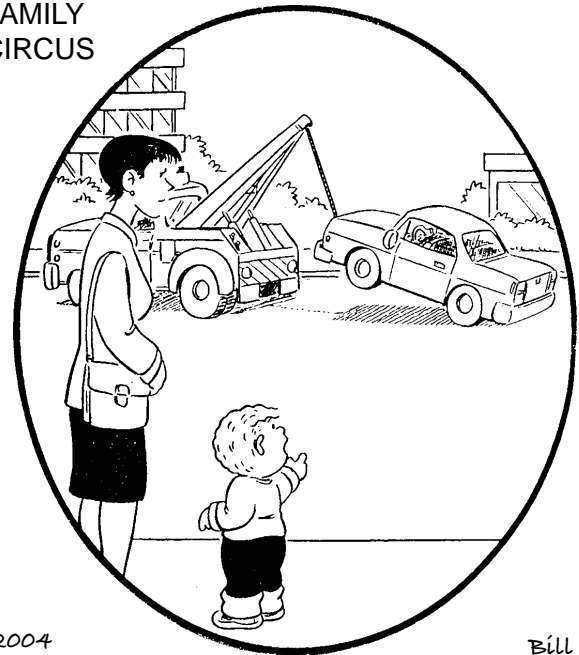
Educating and entertaining children visitors to the Museum is one part of the education committee's work. Our backpack program, for three different age groups, gives kids the chance to identify vehicles by the look of the hood ornament, and, in the backpack, are other games and puzzles that are fun for kids.

The committee also is working with schools in the area. Class visits to the museum not only are interesting to students, but are educational by acquainting them with the history, society changes, mechanical design, and economic benefits that the automobile has provided.

The museum would welcome members who have an interest in education to join the education committee. If you would like to help, please contact the Museum office at 607-334-2886.

**Dick Ellinwood, Chairman
Education Committee**

FAMILY CIRCUS



"Why is that car up on its hind legs?"

EXHIBIT COMMITTEE PLANNING CLASS OF '56 EXHIBIT FOR 2006

As 2006 will be the 50th anniversary for cars built in 1956, and because that year epitomizes the "big boats" of the 50s, it was decided that *Class of '56* will replace the present *Red Lights & Sirens* next May.

The Exhibit Committee has begun a search for special 1956 cars. As always, the cars must be in excellent original or restored condition.

The exhibit will consist of 20 to 25 cars. We're asking you, our members, to check your car club rosters and call us with any possible leads for cars.

Warren Nash, Chairman Exhibit Committee

Shop Where Santa Shops!



LOGO SHIRTS FOR THE WHOLE FAMILY!

GOLF SHIRTS (Light Gray, Blue)
DENIM SHIRTS (Long & Short Sleeve)
SWEATSHIRTS (Hooded & Regular)
T-SHIRTS (Antique Car, Street Rods & Museum Logo Designs)



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Jewelry • DVDs of Museum Collections • Calendars



WHAT'S NEW AT THE MUSEUM?

1936 Pierce-Arrow Country Club Roadster

- One of only 3 or 4 Roadsters remaining
- Factory Price: \$3295
- Manufactured in Buffalo NY
- Recently restored in the Staley Shop

The Pierce-Arrow, one of the most revered and prestigious motorcars ever to grace the highway, descended from a company that manufactured birdcages, ice boxes, and other varied household items. Their first attempt at automaking, a steam-powered car completed in the summer of 1900, was a failure. Soon after, however, a 1-cylinder, gasoline-powered automobile was built that became the foundation for a very successful automobile-manufacturing business. This car, loved by its usual distinguished clientele, also became a favorite of rum runners, who appreciated its reliability and quiet engine.

Along with the "archer" hood ornament, the headlamp incorporated into the fender was the feature that identified the Pierce-Arrow from 1913 on. Although standard drum headlamps were an option until

1932, most buyers opted for the distinctive fender treatment. Only 787 cars were made in 1936, and by 1938 the Company was out of business.

1931 Ford Peddler's Wagon

- Model A, 4 cylinder, 40 hp
- Custom body by Staunton Company
- Factory Price (chassis only): \$340

The Peddler Wagon (or Huckster Wagon) was a common sight, both in the inner-city and the rural countryside, from the 20s to the 40s. Housewives, who did not have the luxury of our modern-day supermarkets, looked forward to the arrival of the huckster with his farm-fresh produce, kitchen items (like spices and extracts), and common medicinal products.

This truck was found in Pawling NY where it had been stored in barns for 50 years. After 10 months of extensive restoration by owner Larry Loffredo, it was restored to its original, pristine condition.

Lifelike fruits and vegetables purchased in craft stores, vintage grocery and medicine boxes found at antique shows, and a set of vintage hanging scales add the finishing touches to the wagon.



Gift Membership Application

NORTHEAST CLASSIC CAR MUSEUM
24 Rexford Street, Norwich NY 13815 607-334-2886

The holiday season is fast approaching. Why not give your friends and relatives a special gift this season - a one-year gift membership to the Car Museum. Your gifts will be acknowledged by the Museum. You may wish to consider an **Individual Membership for \$25.00** or a **Family Membership for \$40.00**.

Membership Benefits

- Special Events for members
- 10% Savings in Museum Gift Shop
- Unlimited Free Admission
- Quarterly Newsletters
- Support of a World-Class Museum

Special Offer for the month of December 2005 1 FREE Gift Membership with Purchase of 3

Gift for: (Name)	Address including City, State & Zip	Member Level
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

Gifts Given By: _____

Address: _____

_____ Enclosed is a check for \$_____ payable to the Northeast Classic Car Museum

_____ Please charge \$_____ to my _____ MasterCard _____ Discover
_____ Visa _____ American Express

Credit Card # _____ Exp. Date _____ Phone # _____

Signature _____ Date _____

Thank You for Your Support

AND NOW FOR A BIT OF HISTORY...

Tom Knapp, a Museum member and a member of the Board of Trustees of the Chenango County Historical Society, brought in this article that was published in THE NORWICH SUN on August 20, 1930.

OLD FRANKLIN AUTOMOBILE MOTOR IS CUT IN TWO PARTS AND FLIES AIRPLANE

Air-Cooled Engine Taken from 1914 Car is Cut in Two and Successfully Used

One of the most unusual records for longevity of an automobile engine has just been revealed in California, where a 1914 air-cooled Franklin motor, after 100,000 miles of driving, was cut in half and the three forward cylinders installed in an airplane which it successfully flew.

The half engine was installed in a plane at Stinson Beach in Marin County and came out of a Franklin Touring Car which was sold as a used car to Jack Rabe, aviation enthusiast. Rabe chose the air-cooled Franklin engine for his experiment because of its power and lightness, but particularly for the adaptability of its air-cooling to meet the modern demands of his plane.

Rabe immediately set about rebuilding the Franklin engine for use in his plane. This engine, having no water jacket, was easily cut in half and the cut crankcase sealed to make it a three cylinder motor. Redesigning of the ignition system somewhat and transferring of the oil pump to a new position in the shortened crankcase resulted in an air-cooled valve-in-head motor of sufficient power and speed for Rabe's usage.

Rabe's plane was built by himself and is powered by a motor nowhere else duplicated, he declares. Only in a Franklin could he find sufficient power per pound of engine to make the installation of an automobile engine in an airplane practical, he stated.

This unusual incident is typical of Franklin's close association with the aviation industry and aviation engineering. In fact, many developments of the air-cooled Franklin engine have been employed in the advancement of the air-cooled aviation engine, while the current Franklin shows a closer relation to the airplane engine than any previous Franklin power plant. As a matter of fact, the 1930 Franklin power plant is designated as "airplane-type" and already has proved its "air worthiness" by flying a Waco plane to a height of 4,000 feet and at a speed of nearly 100 miles at the Johnson airport in Dayton, Ohio.

ANDY ROONEY Comments...

"During the years I was growing up, my parents owned a Packard. I still think of it as the best car ever made, although it didn't have a heater or air conditioning and you had to wind down the windows by hand."

MUSEUM TO PRODUCE PROMOTIONAL VIDEO

The Marketing Committee met recently to discuss the 2006 budget and to suggest new marketing initiatives for the upcoming year. Part of that plan calls for producing a 10 minute video that will be used to promote the Museum to potential groups of visitors, like bus-tour operators, nursing homes, and car clubs. It will also be helpful in securing the loan of cars for special exhibits where the potential donor has never seen our Museum. Garry Root, who produced both *Cars Made in New York State* and *George Staley, the Man & His Cars*, will produce the new video that will be finished in time for early spring distribution.

The Marketing Committee suggested that the Museum look into expanding the capabilities of the current database. The goal is to be able to automatically send emails or FAXs to groups of people, or if those options do not apply, to generate a printed copy for mailing. They also suggested (as other committees have) that the time has come for the Museum to look into combining the many address lists into one database. This includes lists for the Classic Car Raffle, Casino Night, Membership, and Museum visitors.

Brochure distribution will be expanded to include greater Syracuse and west to Rochester, Utica, northern and eastern Pennsylvania, Philadelphia suburbs, and approximately 40 AAA offices in New Jersey.

Strong marketing ties with Cooperstown will continue. These include: a presence in the Chamber office and on the Chamber website, signs on all four Cooperstown trollies that run from Memorial Day until the end of September, and print advertisements in the two Cooperstown travel guides.

The Northeast Classic Car Museum will continue to lead the *Tourism Trail* promotion efforts in cooperation with Howe Caverns, Baseball Hall of Fame, Soccer Hall of Fame, Rockwell Museum of Western Art, Museum of the Earth, and Corning Museum of Glass.

The contract for Museum billboards at the north, south, and west entrances to Norwich have been renewed for another two years. Replacement vinyls on all 3 billboards will be installed in the spring.

The Museum will promote local businesses and events with print and radio advertising throughout the year; the website will be updated and maintained as needed.

President Ballard appointed Dick L'Hommedieu to look into the possibility of returning to the New York State Fair in 2006. This year the Museum cancelled due to a shortage of staffing and a last-minute change in location.

CAN YOU HELP?

We're looking for donations of vintage Christmas ornaments (before 1950) for the Museum Christmas tree.

FACILITIES COMMITTEE BUSY WITH MULTIPLE PROJECTS

Building 1

The Museum's capital improvement project for building 1 is more than halfway to completion. A new roof and new siding on the east, west, and south walls, contracted to Westcott/Simpson, is finished.

Outdoor security lights have been installed on the west wall to illuminate the area between the building and the railroad tracks.

Radiant heaters, located over the centers of the aisles in the exhibit area have been removed. The existing track lighting that is now off-center, will be moved over the aisles to better illuminate the area; 3 additional sections of lighting will be added to illuminate now-dark corners.

Huntley Heating and Air-Conditioning Co. has begun installation of 2 gas furnaces to heat the lobby, conference room, bathrooms, and the office. They replace electric convection units that were in use when the building was purchased. Next spring, 2 outside air-conditioning units to cool these areas will be installed.

Building 3

Construction is almost complete on a project to update the bathrooms in building 3 and to bring them up to code for handicap accessibility. Funding was provided by the



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e-mail: info@classiccarmuseum.org

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City of Norwich through a *Small Cities Grant* for the Museum District; Rutan Construction was awarded the contract.

Since building 3 is used for Casino Night and other public functions, it was decided to give the bathrooms a barnboard exterior to match the new wall that conceals the equipment area. The goal is to have an attractive area that can be set up in a minimum amount of time and with a limited number of staff and volunteers.

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